



# Customer Success Stories

ADVANIA

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# “The CloudBlue portal lets us deliver services at the right time and the right price”

Kristoffer Bradqvist, Head of Marketplace, Advania



## Automating XaaS bundles

Advania offers its customers a wide range of leading cloud services and newly released business solutions as a Workplace as a Service Provider.

Yet its ambition to keep pace with the latest services was creating roadblocks. Advania experienced a lack of centralization that hindered innovation. The more the team tried to expand its service offering to meet customer expectations and improve retention rates, the more time and resources it needed to negotiate terms with each service provider and integrate products.

Advania was looking for a new way to provision cloud services to preserve its position as a trusted partner. The right solution needed to balance the ability to offer the right “fit” for each customer with the flexibility offered by “off-the-shelf” public marketplaces. It also needed a powerful back-end commerce engine to simplify operations.

### Speed

Consolidated contracts, billing, and invoicing mean less manual administration for Advania and faster time to revenue

### Business Intelligence

Advania unlocked high-value business intelligence through the new real-time self-service platform

### Automation

Centralized and automated sales and fulfillment processes help Advania focus more attention on their customers and their innovation

### Retention

Advania can improve customer experience through their flexibility and variety of offerings, with CloudBlue’s product catalog. This differentiates it from competitors, and increases loyalty and retention

Advania worked with CloudBlue to deliver its vision of Workplace as a Service. With a product catalog containing 200+ flagship XaaS solutions, Advania could immediately increase the range of solutions on offer to its customers. When a specific product was required, automated vendor onboarding and simplified subscription billing solved the challenge of integrating new providers while still having the flexibility of a single monthly subscription fee for customers.

Through CloudBlue Commerce and Connect, Advania has been able to centralize and automate a number of its business processes and offer customers a self-service portal. Both of these changes helped to free up the invaluable time of Advania's in-house experts so they can spend more time on their main objective – customer intimacy.

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## Omni-product management

allows Advania to seamlessly deliver new fast-growing recurring revenue streams. Bundled, orchestrated and delivered on time.

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## Multi-vendor procurement & fulfilment

allow Advania to easily onboard 3rd party vendors, and create tailored bundles to satisfy specific customer needs.

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## CloudBlue Commerce has unleashed unprecedented business intelligence

that Advania can use to meet customer needs more accurately and focus on customer retention.

# MSP Use cases

## SaaS & IaaS catalog expansion

Launching or expanding their cloud catalog with 200+ top vendors integrations.

They can integrate any order management or PSA system to Connect at this stage: ServiceNow, ConnectWise without needing a Marketplace, or integrate existing marketplace storefront with Connect if they have one.

## (XaaS) delivery automation

Whether is to work from home or in the office, MSPs need to automate the delivery and replacement of bundles to create their added value offerings like Workplace-as-a-service, Cybersecurity as a service, Wi-fi-as-a-service, etc.

## Unified cloud procurement

MSPs need a centralized multi-vendor, multi-country cloud procurement, spend control and forecasting, and reconciliation for billing purposes solution. Purchasing as a group gives them also more negotiating power with vendors.

## Multi-cloud orchestration

Central management of public and private cloud infrastructure is a core pain point MSPs are dealing with today, together with automated application deployment. During interviews, they highlight this as a key focus area for their next investments.

## B2B Marketplace

Some MSPs are making a significant portion of their revenue by acting as hardware and software resellers. NOT for their Managed Services clients, but for the SMB market, leveraging their good pricing conditions with vendors.

CloudBlue helped Advania to reduce complexity through consolidated contracts, billing and invoicing. Its customized branded portal makes it simple for customers to browse and buy. With a tailored approach to customers' needs and the ability to launch products more quickly, Advania saw its retention rates and turnover transform:

- 98.5% of all top customers now choose to renew their contracts
- Churn rate fell to less than 1% over the last three years
- Growth from a \$1 million business to a \$10 million business in 3 years
- Largest Microsoft Cloud Solution Provider (CSP) and Azure reseller in the Nordics

**Company:** Advania

**Headquarters:** Stockholm, Sweden

**Industry:** Managed Service Providers

**Web:** [www.advania.com](http://www.advania.com)

**Operating countries:** Iceland, Sweden, Finland, Norway, Denmark - 25 offices in 5 countries

**Employees:** 1260

**Revenue:** \$100M - \$500M

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